

ABSTRACT

A server stores user information indicative of content replaying environment and a plurality of format conversion programs. When receiving a content delivery request including a content from a content owner, the server searches for a most
5 suitable format conversion program to convert the content to a format suitable for the user environment. The format-converted content is delivered to the user. The optimum content format is automatically provided to the content user without burdening the content owner and the content user.